



The 2026 State of Raffling Report



A snapshot of the year in charity raffles —
and a spotlight on what's next.

Why raffles matter more than ever

Every year, **thousands of charities use raffles** to turn generosity into **real-world impact** that funds programs, delivers community services, and brings people **together around a shared cause**.

[The 2026 State of Raffling Report](#) captures how those efforts performed last year and where the biggest opportunities lie ahead. Inside, you'll discover:

- What top raffle admins are prioritizing for growth
- How ticket buyers want to engage, give, and play
- Where smart marketing drives better results

This report is your **data-backed guide** to growing smarter, stronger raffle fundraisers in 2026.

So, bookmark your copy or pull up a chair now
and let's get to it.

How this snapshot was set up

To understand where raffles are headed, we looked at both sides of the equation: **charities and supporters**.

THIS REPORT DRAWS FROM

- 325 raffle admins
- 12,000+ raffle supporters
- Millions of raffle tickets

The result: a grounded, practical view of **what's working and what's next in charitable raffles**.

Charity raffles in 2025: Year in focus

Build a jackpot from nothing and give half away — it's a pretty **low-risk charity fundraiser**.

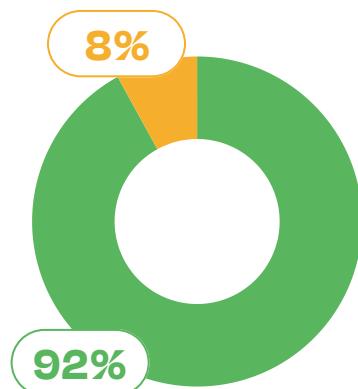
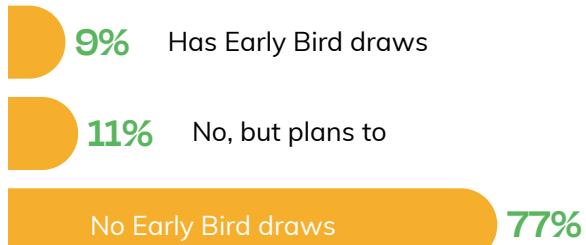
It checks out that **77% of raffles running last year** were 50/50 draws.

12,082

TOTAL ACTIVE RAFFLES IN 2025

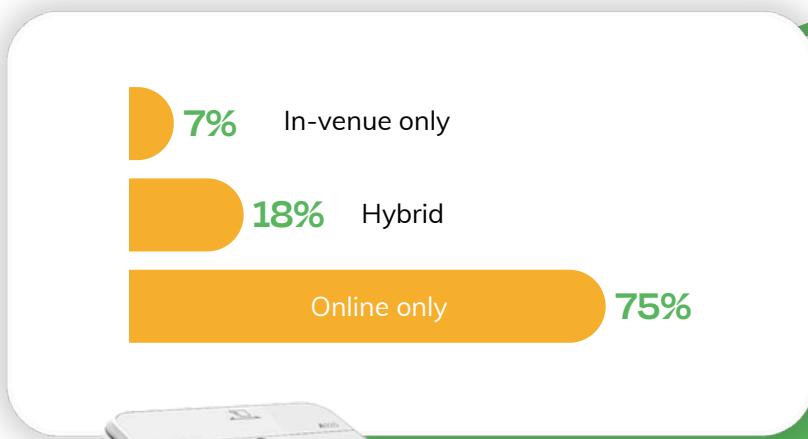
- **77% 50/50 Draws**
- **23% Prize Draws**

Of those prize raffles, **8% added a bonus 50/50 draw to their raffle checkout.**



9% are already boosting early campaign sales with Early Birds, and 11% say they haven't added one yet, but plan to.

75% of charity raffles went online only this year, with the other 25% using Rafflebox's in-venue devices to sell tickets at events.

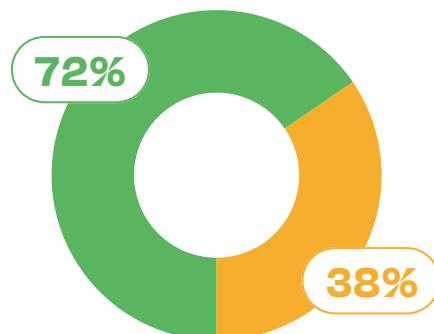


25%

USE IN-VENUE DEVICES



Of those in-venue raffles, 72% sold tickets in person and online — what we like to call a **hybrid raffle**.



Raffle marketing in 2025

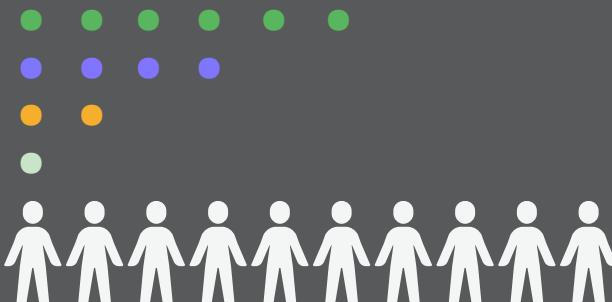
"Who's marketing your raffle program?"

Charities are doin' it for themselves, seemingly.



76%

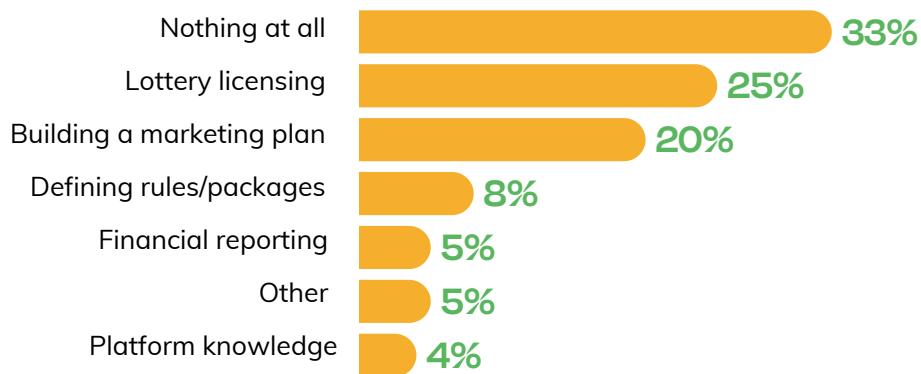
USE MORE THAN ONE CHANNEL



- Use QR codes
- Use posters
- Use local partnerships
- Use radio + TV ad

What admins experience behind the scenes

"What's your biggest challenge in running a raffle?"



Top barrier: Lottery licensing

25% of raffle admins say lottery licensing is their top challenge.

And while licensing is unavoidable, it doesn't have to slow you down.

There's really no trick to it. You just need to **brush up on your specific region's rules**. Bookmark [this guide to applying for a charitable lottery licence in Canada](#) and save it for the next time you need it.

LOTTERY LICENCE GUIDE



A close second: Building a marketing plan

20% of raffle admins struggle most with building a marketing plan — similar to last year's top challenge, which was standing out amongst the crowd.



20%

STRUGGLE WITH MARKETING

Charities who use **proven, repeatable templates** and playbooks feel less stretched and see stronger results (just ask the 33% of raffle admins who say running a raffle isn't challenging at all).

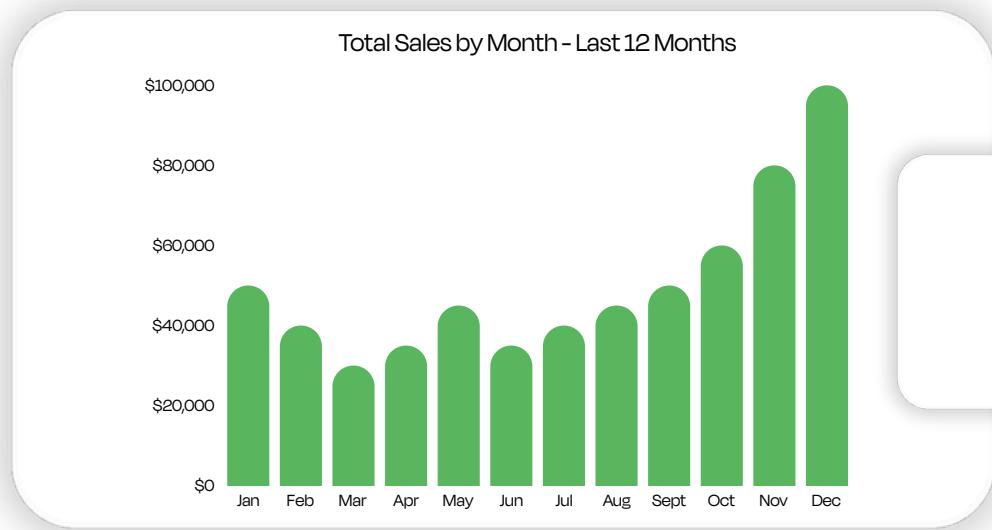
So, if you're wondering how to build a raffle program designed to scale, [look to raffle leaders like Kin Canada Clubs for inspiration](#). They've built memorable, repeatable raffle programs focused on long-term growth — not just one-off wins.

RAFFLE MARKETING TIPS



Levelling up: Dashboard skills

48% of raffle admins say **analyzing Dashboard data and reports** is a top skill they want to improve this year.



48%

WANT TO IMPROVE REPORTING

Luckily, this one is easy to grasp. Once you know your way around the Dashboard, there are a few places to **look for valuable marketing data** that can influence your growth strategy.

[Here's our guide to growing your raffle with Dashboard data.](#)

READ THE GUIDE

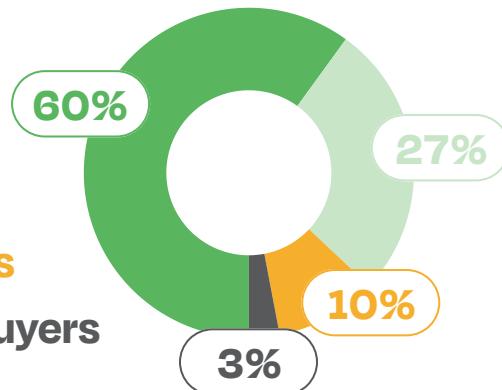
Charity raffles in 2026: Setting the scene

Top priority: More sales per raffle

The opportunity isn't necessarily more raffles.
It's more momentum behind each one.

"What's your top priority for growing your raffle program?"

- **More sales per raffle**
- **Reach new ticket buyers**
- **Re-engage past ticket buyers**
- **Convert donors into ticket buyers**

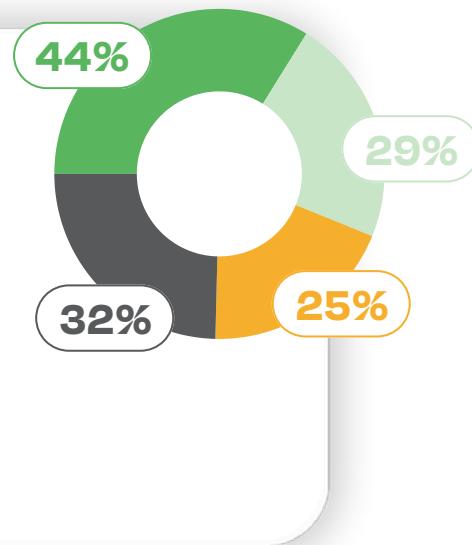


60% of raffle admins are focused on **increasing revenue per raffle**, and the other 40% are prioritizing areas that support this goal.

Top need: Clear marketing strategy

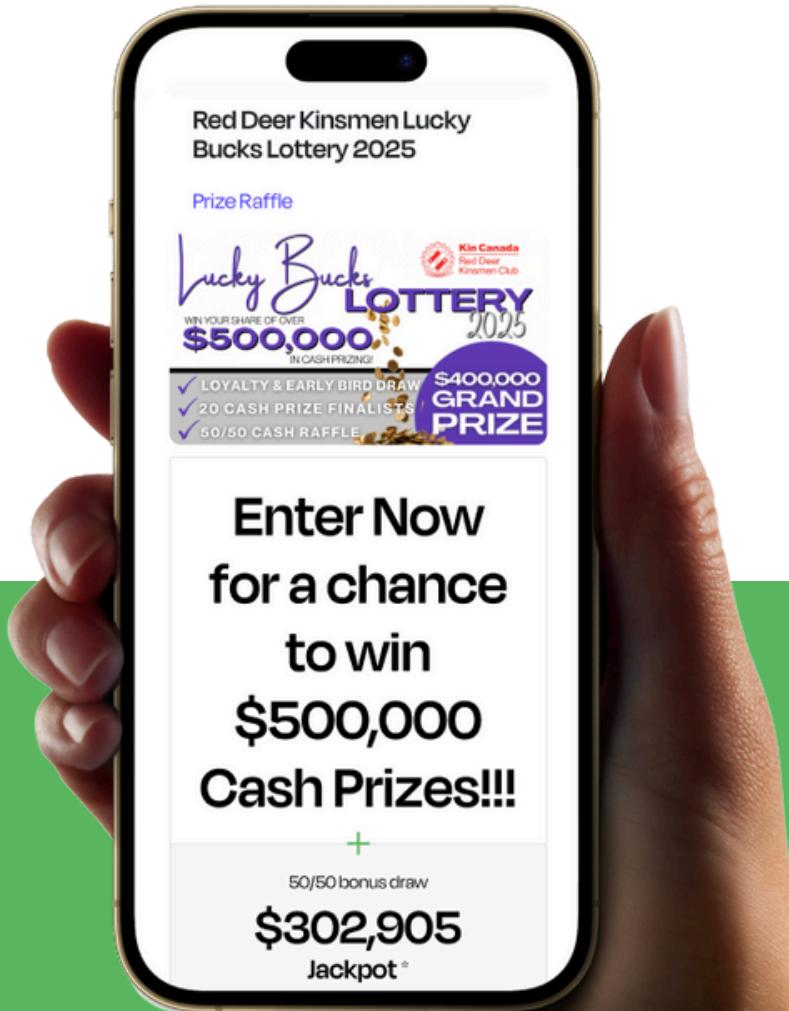
"What would make the biggest difference in growing your raffle?"

- Clear marketing strategy
- More time of people
- Partners or sponsors
- Marketing budget



RAFFLE ADD-ONS RAISE MORE

If you're like 29% of raffle admins who aim to increase results this year, program add-ons like Early Bird draws, bonus 50/50 jackpots for prize raffles, and loyalty draws come in clutch.



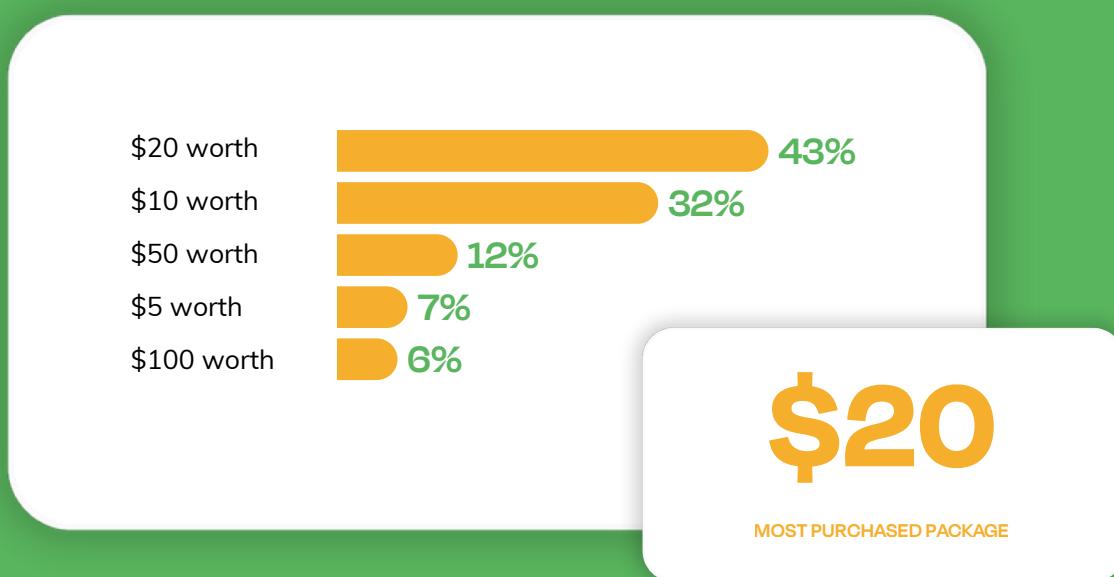
What ticket buyers want from charity raffles

More options: More often

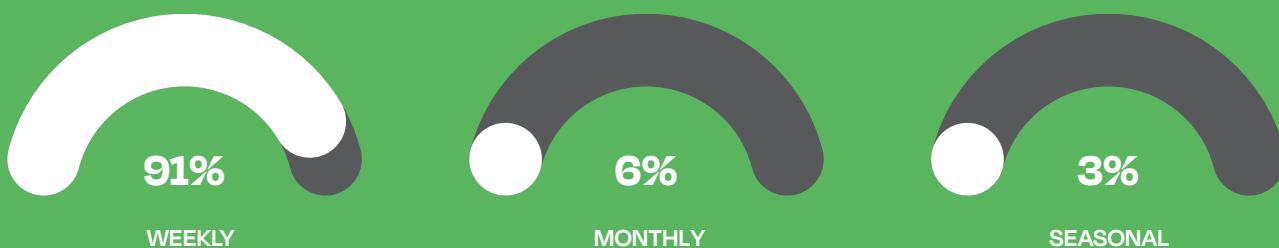
Mid-range, \$20 ticket packages are the most popular purchase.

And ticket buyer polling aligns — 43% of raffle supporters say \$20 is how much they're most likely to spend.

"How many raffle tickets do you typically buy?"



Raffle supporters like more chances to win, too. 91% of ticket buyers polled said they like weekly draws.



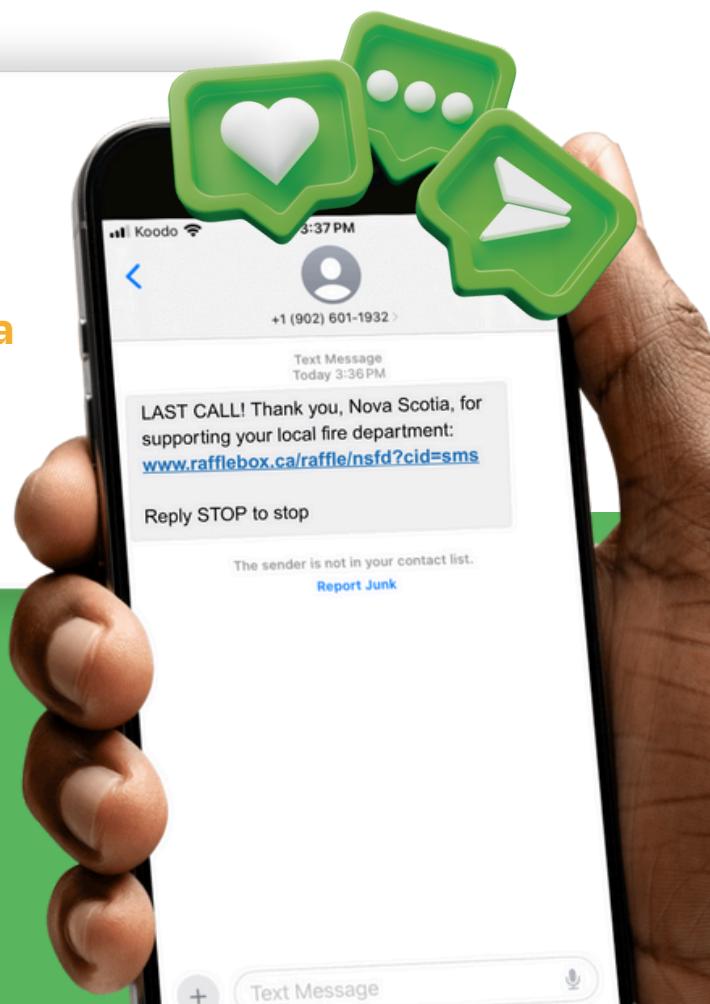
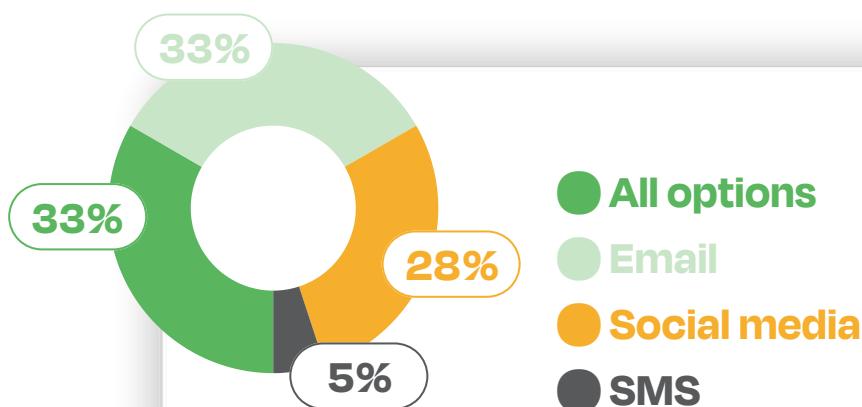
To find your raffle: With ease

Supporters back your raffle because they want to win, sure — but also because they want to support the cause and be part of the greater impact.

So, **don't hold back on raffle updates**. 99% of raffle supporters we polled said they want jackpot updates on social, by email, and/or via SMS throughout your campaign.

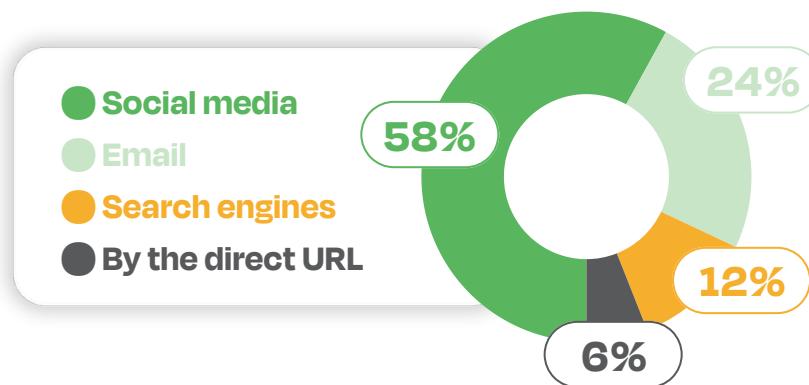
WISHLIST: FREQUENT RAFFLE UPDATES

"Where do you want to receive raffle updates?"



Plus, 58% of supporters say **social media** is their primary source for finding raffles and raffle news.

"Where do you find new charity raffles to support?"



To share your cause: **With pride**

People are proud of the causes they support, and according to our polls, **99% of them** are likely to show it off if given the chance.

"How likely are you to share a raffle online or with friends?"



What's trending in raffles (and soon-to-be)

Local impact: Wins every time

95% of Canadians give to Canadian charities, and between 2018 and 2024, local and regional giving tripled.

Raffles are inherently local (if you know, you know, lottery licensing pros). So, **weave them naturally** into your community-based fundraising strategy and supporters will respond.

Spotlight regional impact, local winners, and community partnerships in your marketing.

"What kind of content does your audience react to best?"



Facebook: If we can still call it a trend...

When we zero in on digital platforms and where people are hanging out the most... it's clear **Facebook isn't going anywhere**.

"Where do people engage with your raffle the most?"



Rafflebox

...

So, log in and lock in, raffle admins. A **steady presence outperforms sporadic posting**, so prioritize consistent, clear communication on your page.

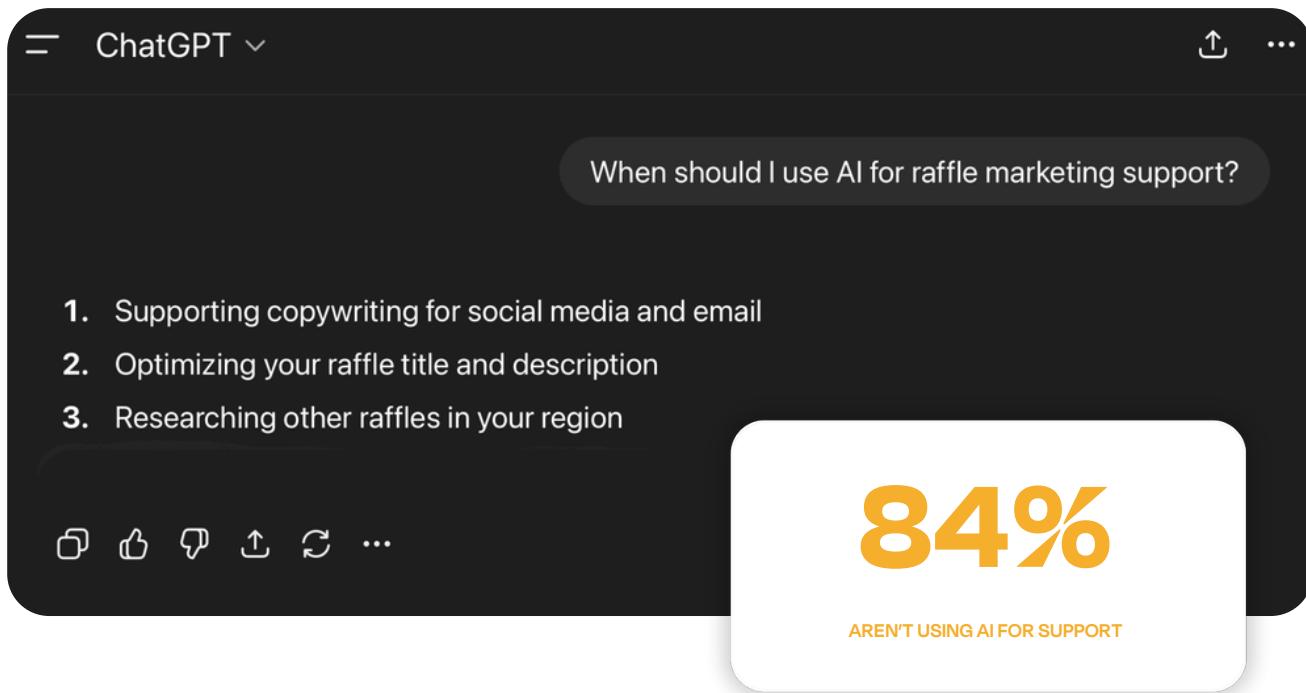


35

6 comments 6 shares

AI: And its time-saving potential

We're not prescribing an AI-forward raffle marketing strategy, but we can't gatekeep the quick, clever ways we've seen it help charities save time.



When should I use AI for raffle marketing support?

1. Supporting copywriting for social media and email
2. Optimizing your raffle title and description
3. Researching other raffles in your region

84%

AREN'T USING AI FOR SUPPORT

We wouldn't use AI for just anything, like graphic design. Users are getting better at flagging AI-generated visuals. Let's leave that to... not necessarily a professional, but at the very least, a human.



Partnerships: Expand reach

If there's a single takeaway from this entire report, it's that **charities are spread paper-thin**.

Collaborative raffles extend reach without increasing workload — and that reach is especially effective when your charity's vision and values align with your partners'.

Sports teams, health foundations, and more are teaming up with non-profits and corporate organizations alike to collaborate on making a lasting community impact.

With **29% of charities citing they need more hands on deck** for success this year, and **25% prioritizing strengthening partnerships**, we see strategic raffle sponsors and collaborations as a growing trend in 2026.

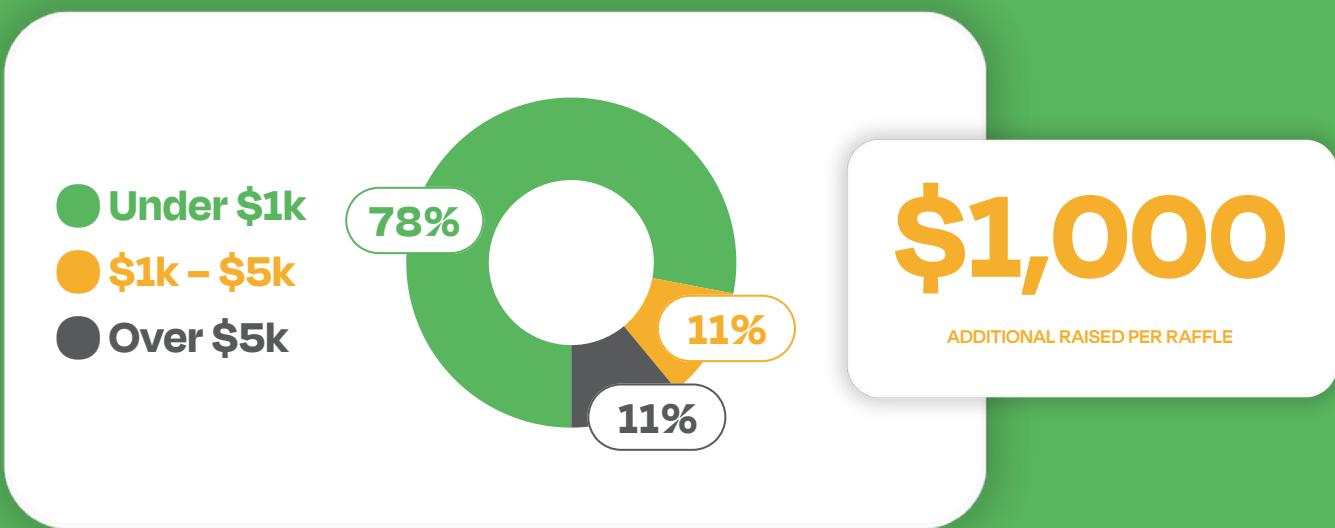


Features powering raffle growth in 2026

We'll preface this by saying: **we're not lazy, we're efficient.** These raffle growth features are built to generate a bigger average revenue per raffle.

Rafflebox Donations

Adding donations is a no-effort addition to your raffle program that could make a measurable impact. On average, charities who add donations to their raffle checkout are raising an **additional \$1,000 per raffle.**



Interested? [This article](#) lays out how donations works and eligibility, plus how you can activate it to start raising more.

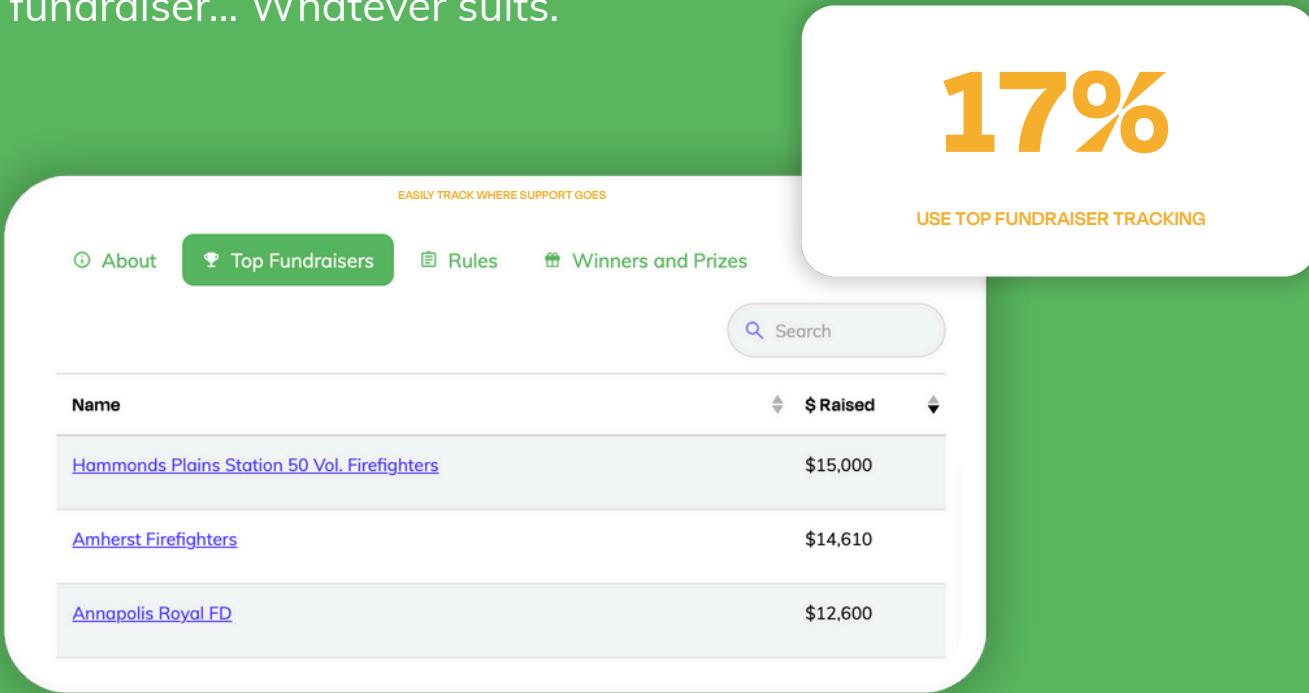
LEARN ABOUT DONATIONS



Top Fundraiser Tracking

Recognition engages your fundraisers to get involved (and maybe even a little competitive), and **involvement drives raffle growth.**

Top Fundraiser tracking gives ticket buyers a chance to **say who they're supporting** with their purchase, whether that be a local chapter of a larger non-profit, a team and/or athletes within a league, a student fundraiser... Whatever suits.



Charities who use Top Fundraiser tracking say it helps them:

1. Keep track of who's selling the most tickets
2. Celebrate top sellers with shoutouts and prizes
3. Influence their marketing budget and strategy

Tackle your 2026 raffle growth strategy

Creating strong, **lasting raffle growth is about working smarter**. And a solid raffle marketing strategy that reflects your wider organization, sets realistic goals, and is built to evolve? **That's the winning ticket.**

Figuring out your program's promotion sweet spot takes time — but the more you work on nailing it, the more growth you'll see.

As you plan for 2026, the opportunity is simple: **Market your raffle with intention and inspire your community to carry it forward.**

And the opportunity right now? **To book a call with a raffle expert** and start fundraising more with raffles.

Let's unbox your charity's potential.

BOOK A CALL



rafflebox 